

SEE
COYNE
FOR FURNITURE
Young Building

New York Dress Co.

Ladies and Gentlemen Tailors.
1106 Union St., nr. Hotel St.

The largest and most varied line
of Hawaiian Jewelry and
Souvenirs in Honolulu

H. CULMAN Hotel & Fort

H. MIYAKE

Oriental Art Goods
Fort, above Beretania

Toyo Panamas

For Men, Women and Children.
K. UVEDA,
1023 Nuuanu St.

DEVELOPING
PRINTING ENLARGING
Best in the City.
Honolulu Picture Framing &
Supply Co.

Y. TAKAKUWA & CO.

Limited.
"NAMCO" CRABS, packed in
Sanitary Cans, wood lined.
Nuuanu St. near King St.

The Waterhouse Co., Ltd.
Underwood Typewriters.

YOUNG BUILDING.

HAPPY NEW YEAR TO
YOU ALL!

SWEET SHOP!

Expert Detective Service in any
Legitimate Line.

Bowers' Merchant Patrol
1079 Alakea St. Phone 2515

FURNISH YOUR HOME RIGHT
By fitting it throughout with our
dependable electric fixtures.
ELECTRIC SHOP
Phone 4344 1135 Fort St.

JORDAN'S

DRY GOODS
Fort St.

Honolulu Music Co.
Everything Musical
Fort, next to the Clarion

OFFICE SUPPLIES—
STANDARD BRANDS
ARLEIGH'S
on Hotel St.

H. HACKFELD & CO.
Limited
Commission Merchants
HONOLULU

PURE ISLAND MILK AND
CREAM.
Honolulu Dairymen's Assn.,
4676—Phones—1542

RAINCOATS
OF
QUALITY
THE CLARION

MOVING

To Love Bldg., 1144-1146 Fort Street.
Under New Management.
BAILEY FURNITURE CO.

Sachs for
Dry Goods

HOTEL STEWART

SAN FRANCISCO
Geary Street, just off Union Square.
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Hotel in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Hawaiian
Island Headquarters. Cable
address "Stewart" A. B. G. Code.
J. H. Love, Honolulu Representative.

PLEASANTON HOTEL
LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel

Nearly 1000 feet elevation; near de-
pot; grand scenery; fine bass fishing
For particulars address E. L. KRUSSE,
Wahiawa, Phone 0393.

SEASIDE HOTEL
CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rams that are Right—
American and European Plan.
"On the Beach at Waikiki"

SHOE
Best
grade
of work
done on
Men's
Women's
and Chil-
dren's
Shoes.
Manufacturers' SHOE
STORE

Laundry—
Messenger Boy
Phone 3461

Modish
millinery
odels.
MISS POWER
Boston Building

Silva's Toggery
Limited
"THE STORE FOR GOOD
CLOTHES"
Elks' Building, King Street.

FOR
PURE ICE
Phone 1128
OAHU ICE CO.

The Best Polish for
Automobiles is
Johnson's Prepared Wax
Sold by Lewers & Cooke, Ltd.

NOTHING COUNTS LIKE
SERVICE—WE GIVE IT.
KERSHNER VULCANIZING
CO., LTD.
1177 Alakea St. Phone 2434.
Fisk and Miller Tires

McInerney Park
Elegant Lots
CHAS. DESKY, Agent
Merchant, near Fort

MILLINERY
HONOLULU HAT CO.
Hotel St., near Bethel

Canton Dry Goods
Company
Hotel St., near Bethel St.

We carry only THE BEST in
every department of Men's
Clothing and Furnishings
THE IDEAL

BY AUTHORITY. RESOLUTION NO. 378.

Be it resolved by the Board of Super-
visors of the City and County of
Honolulu, Territory of Hawaii, that
the sum of Five Thousand Dollars
(\$5000.00) be and the same is hereby
appropriated out of all monies in the
General Fund of the Treasury for an
account to be known as Court Expenses,
First Circuit Court, said sum to be
hereby advanced towards, credited to,
and charged against the total bi-
ennial appropriation authorized and
directed by law for Court Expenses
First Circuit Court, and to be refunded
from said biennial appropriation as
the same shall become available
from time to time.

Presented by
DANIEL LOGAN,
Supervisor.
Honolulu, December 17, 1915.

Approved this 6th day of January,
A. D. 1916.

JOHN C. LANE,
Mayor, City and County of Honolulu,
T. H.
6368-Jan. 11, 12, 13.

RESOLUTION NO. 369.

Be it resolved by the Board of Super-
visors of the City and County of
Honolulu, Territory of Hawaii, that
the sum of Four Hundred Dollars
(\$400.00) be and the same is hereby
appropriated out of all monies in the
General Fund of the Treasury for the
following account, to wit:

Emergency Hospital, Furniture and
Equipment\$400.00

Presented by
DANIEL LOGAN,
Supervisor.
Honolulu, December 17, 1915.

Approved this 6th day of January,
A. D. 1916.

JOHN C. LANE,
Mayor, City and County of Honolulu,
T. H.
6368-Jan. 11, 12, 13.

RESOLUTION NO. 391.

Be it resolved by the Board of Super-
visors of the City and County of
Honolulu, Territory of Hawaii, that
the sum of Two Hundred Fifteen Dollars
and Five Cents (\$215.05) be and the
same is hereby appropriated out of
all monies in the General Fund of the
Treasury of the said City and County
of Honolulu for the following
purposes, to wit:

Maintenance, Roads, Koolauloa
District\$215.05

Presented by
CHAS. N. ARNOLD,
Supervisor.
Honolulu, December 29, 1915.

Approved this 10th day of January,
A. D. 1916.

JOHN C. LANE,
Mayor, City and County of Honolulu,
T. H.
6368-Jan. 11, 12, 13.

NOTICE

Resolution No. 407.

Whereas, by Act 160, Session Laws
1915, it is provided that the term of
office of the present Board of Super-
visors of the City and County of
Honolulu shall extend over a period of
two and one-half years, terminating at
12 o'clock noon on the 1st day of July
1917; and

Whereas, it is contemplated and re-
quired by law that a full fiscal year
elapse prior to the termination of of-
fice of this said board;

Now, therefore, be it resolved by the
Board of Supervisors of the City and
County of Honolulu that the fiscal
year of the City and County of Honolu-
lu be and it hereby is established as
commencing on the 1st day of July, and
ending on the 30th day of June thereaf-
ter, the same to take effect as of
July 1, 1915.

Introduced by
DANIEL LOGAN,
Supervisor.

Date of introduction, Jan. 10, 1916.
I hereby certify that the foregoing
resolution passed and was ordered
published at the meeting held on Mon-
day, January 10, 1916, on the following
vote of the Board of Supervisors, to
wit:

Ayes: Ahia, Hollinger, Horner, Lar-
sen, Logan, Shingle. Total 6.

Noes: None.

Absent and not voting: Arnold.
Total 1.

E. BUFFANDEAU,
Deputy City and County Clerk.
6368-Jan. 11, 12, 13.

NOTICE

Chock Sing, Chock Chung Fat,
Chock Kwai, Yuen Look, Chin Wah,
Wong Yuen, Lum Yuen, Tom Goon and
Tom Say, all of Honolulu, give notice
that they have formed a copartner-
ship under the name and style of Luen
Chong Company, restaurant keepers,
at 79 Hotel street, Honolulu, as "Man-
hattan Cafe."

LUEN CHONG COMPANY.
Honolulu, Jan. 11, 1916.

OLOLO HOOLAHA.

O Chock Sing, Chock Chung Fat,
Chock Kwai, Yuen Look, Chin Wah,
Wong Yuen, Lum Yuen, Tom Goon and
Tom Say, all of Honolulu, give notice
that they have formed a copartner-
ship under the name and style of Luen
Chong Company, restaurant keepers,
at 79 Hotel street, Honolulu, as "Man-
hattan Cafe."

LUEN CHONG COMPANY.
Honolulu, January 11, 1916.

6368-2t

The injunction issued on December
8th, restraining the Chesapeake and
Ohio Railroad company from permit-
ting passengers to carry intoxicating
liquors when labeled as such was
made permanent at Charleston, W. V.
The case will be appealed.

TRY MURINE EYE REMEDY
For Red, Watery, Itchy and
GRANULATED EYELIDS
Murine Doesn't Smart—Soothes Eye Pains

Home Course in Advertising

Talks Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo YMCA High School

IN 90 CHAPTERS A CHAPTER A DAY



FOR THE MERCANTILE MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER I.

ANALYSIS AND MAIL-ORDER.

After you have analyzed your product and prospect, and
all the conditions which surround both, you will be ready to
decide on your method of distribution. As a wholesaler or
manufacturer, your first impulse may be to seek to sell to the
ultimate consumer direct.

That is the usual temptation. Why? Because the suc-
cesses in this phase of mail-order business are so romantic.
They tower over even the largest retail giants. They invite
the man of imagination to go and do likewise.

But beware. There have been many, many millions lost
in the chase for mail-order fortunes. If you have not the re-
sources to wait and wait, you had better use the usual methods.
And if your product and merchandise does not happen to suit
the mail-order method, you cannot possibly succeed with that
plan of distribution, altho you may win out handsomely in sell-
ing through dealers.

Let us suppose that you are to manufacture shoes. The
mail-order plan is selected. You tell folks what you have and
ask them to order by mail. Can you market your shoes suc-
cessfully in this way? The public knows how the shoes are
made. They know they are about the same as shoes they have
bought at their department store at \$3.50. If you offer those
shoes for \$2.50, providing you prove you are reliable, people
may send for them because they know the value and they can
compare.

But if you had goods whose value was not so obvious as
in the case of shoes—even though they might be really cheaper
in price—you could not sell by mail simply for the reason that
you could not make the people see and appreciate your price
argument. Take, for instance, investment bonds. There has
been considerable advertising of these in the general publi-
cations.

Unless those bonds were government bonds or something
of similar obviousness of value, you could not sell them to the
general public unless you explained the bonds to the prospects
personally. For very few people outside of the investment
people know just how much a certain kind of bond should cost.
Consequently, when you say in your ad that your bond is a fine
opportunity to make money, the average person does not un-
derstand. They are not able to say to themselves, as they
would in the case of something of known value, such as shoes:
"This is worth so-and-so. At the price offered in this ad I can
buy to my profit."

There is another element which you have got to consider
before you decide to distribute through any system of direct-
by-mail. Remember the factory that was not content with a
\$300,000 business, selling through the dealer at a minimum
profit to themselves. They thought that if the dealer could get
\$5 more than he paid for this product which they offered, then
there was no reason why they could not get \$4 more from the
public than they were getting from the dealer for this article.
And so, without further consideration, they embarked on a
mail-order campaign. The first thing that happened, of course,
was that their customers—the dealers—left them for good and
all. The dealers were mad. They did not like to have this
factory say to the people, "Don't buy from your local dealer—
buy direct from the factory and save money."

Consequently, there was no chance that this manufacturer
would ever get back those retail dealers on whom they had
spent so much time and money. As far as the public was con-
cerned, they found that they got some orders from customers
by mail—but not enough to pay for the cost of getting the
orders. Success was further precluded by the fact that what
they were selling possessed no "repeat" quality. In other
words, during a lifetime a person might buy two of these ar-
ticles—say one now and one twenty years from now. Conse-
quently, even if the manufacturer gained a family as a customer
at an expense of two or three dollars' worth of advertising and
selling to bring that customer on to their books, even then that
customer could not give that manufacturer any more business
for twenty years. Consequently, the cost of getting a purchase
would be all swallowed up in that first sale. Each sale they
made amounted to less than \$10. The gross profit was less
than \$3. The cost of getting the mail-order was over \$3. The
concern failed. They had tried to conquer the world by mail-
order.

But, like thousands of other such disasters they found that
the iron hand of economics decreed that the mail-order method
was not the avenue to Fortune after all.

POSTOFFICE TIME- TABLE FOR MONTHS

The following postoffice time-table
for the remainder of January has been
arranged, being, of course, sometimes
subject to change if sudden arrange-
ments are made for unexpected mail
services.

UNITED STATES MAIL STEAMERS

Steamers to arrive from—

14—Tenyo Maru San Francisco
14—U. S. T. Sheridan San Francisco
18—Wilhelmina San Francisco
18—Shinyo Maru Hongkong
18—Sierra Sydney
24—Sonoma San Francisco
25—Manoa San Francisco
25—Niagara Vancouver
27—Seattle Maru Moji
29—Nippon Maru San Francisco

Steamers to depart for—

14—Tenyo Maru Hongkong
15—U. S. A. T. Sheridan Manila
15—Great Northern San Francisco
18—Lurline San Francisco
18—Shinyo Maru San Francisco
18—Sierra Sydney
24—Sonoma San Francisco
25—Niagara Vancouver
27—Seattle Maru Moji
29—Nippon Maru Hongkong

The largest single shipment of plat-
inum ever arriving in this country
was received by the Dupont Powder
Co., of Wilmington, Del. The ship-
ment is valued at \$400,000.

NOTICE TO PASSENGERS.

The S. S. W. G. Hall, sailing Thurs-
day, January 13, 1916, will not take
any passengers for Kauai ports.
INTER-ISLAND STEAM NAV.
CO., LTD.
6369-2t

OCEANIC STEAMSHIP CO.

5½ DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:

Sierra Jan. 18
Ventura Feb. 8
Sonoma Feb. 29
Sierra March 21

FOR SYDNEY:

Sonoma Jan. 24
Sierra Feb. 14
Ventura March 8
Sonoma Mar. 27

C. BREWER & CO., LTD. General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:

S. S. Lurline Jan. 11
S. S. Wilhelmina Jan. 18
S. S. Manoa Jan. 25
S. S. Matsonia Feb. 1

FOR SAN FRANCISCO:

S. S. Matsonia Jan. 12
S. S. Lurline Jan. 18
S. S. Wilhelmina Jan. 26
S. S. Manoa Feb. 1

S. S. Hyades, Seattle for Honolulu direct, January 25, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on
or about the dates mentioned below:

FOR THE ORIENT:

S. S. Tenyo Maru Jan. 14
Nippon Maru Jan. 29
Shinyo Maru Feb. 11
Persia Maru Feb. 29

FOR SAN FRANCISCO:

S. S. Shinyo Maru Jan. 18
Chiyo Maru Feb. 15
Tenyo Maru Mar. 7
S. S. Nippon Maru Mar. 22

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be dispatched from NEW YORK FOR HONOLULU
and Pacific Coast Ports every TEN DAYS via Straits of Magellan.
From SEATTLE AND TACOMA, S. S. ALASKAN, to sail on or
about February 11.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver: For Suva, Auckland and Sydney
Nagasaki Feb. 4 Niagara Jan. 26
Makura Mar. 3 Makura Feb. 23

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Thursday, Jan. 13.
San Francisco—China, C. M. str.
Maul—Claudine, I. I. str.
Friday, Jan. 14.
San Francisco—Tenyo Maru, T. K. K. str.

VESSELS TO DEPART

Thursday, Jan. 13.
Nagasaki, Manila, Hongkong—China, C. M. str.
Kauai—W. G. Hall, I. I. str.
Friday, Jan. 14.
Yokohama—Tenyo Maru, T. K. K. str.
Maul—Claudine, I. I. str.
Saturday, Jan. 15.
San Francisco—Great Northern, Hill str.
Hilo—Mauna Kea, I. I. str.

MAILS

Mails are due from the following
points as follows:
San Francisco—China, Jan. 13.
Japan and Philippines—Shinyo Maru,
Jan. 17.
Australia—Sierra, Jan. 18.
Vancouver—Niagara, Jan. 26.
Mail will depart for the following
points as follows:
San Francisco—Great Northern, Jan. 15.
China, Philippines and Japan—China,
Jan. 13.
Australia—Sonoma, Jan. 24.
Vancouver—Makura, Feb. 4.

TRANSPORT SERVICE

Logan, at coast.
Thomas, left Jan. 5 for San Francisco.
Sheridan, at Manila.
Sheridan, due here January 13 from
San Francisco, for Manila.
Dix, at Manila.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS DEPARTED

Per I. I. str. Kinan, for Kauai, January
11.—Mr. and Mrs. A. S. Wilcox,
Mr. and Mrs. L. P. Smith, C. C. Jones,
N. C. Schneck, Rev. Pse Kei Yuen,
Mrs. J. W. Asch, L. R. Killam, Mrs.
F. C. Christian, Miss J. M. Soper, C.
B. Blum, H. W. Kinney, C. S. Dole,
Mrs. Harada, F. Harada, Master Ha-
rada.

Per I. I. str. Mikahala, for Maui,
Molokai and Lanai, January 11.—A. V.
Peters.

PASSENGERS ARRIVED

Per I. I. str. Mauna Kea, from Hilo,
January 11.—Mrs. J. Appell and son,
M. L. Foster, Miss E. Murray, Miss
B. Murray, Nan Wo Jan, J. D. Waite
and wife, L. C. Miller and wife, Mrs.
P. Campbell, G. Canario, C. Canario,
Dr. A. Irwin and wife, Masters Beers
(two), T. Konno, Y. Tomikawa, Mas-
try, Raymond Morris, Infantry.

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT
and
TICKETS
Also reservations
any point on the
mainland.
See WELLS-FAR-
GO & CO., 72 S.
King St. Tel. 1516

OAHU RAILWAY TIME TABLE

OUTWARD

For Waianae, Waikeala, Kahuku and
way stations—9:15 a. m., 9:30 p. m.
For Pearl City, Ewa Mill and way
stations—7:30 a. m., 9:15 a. m.,
11:30 a. m., 2:15 p. m., 3:30 p. m.,
5:15 p. m., 7:30 p. m., 11:15 p. m.
For Wahiawa and Lihue—10:30
a. m., 12:40 p. m., 5:00 p. m., 11:00
p. m.

INWARD

Arrive Honolulu from Kahuku, Wai-
keala and Waikeala—9:36 a. m., 9:51
p. m.
Arrive Honolulu from Ewa Mill and
Pearl City—7:45 a. m., 9:36 a. m.,
11:02 a. m., 1:40 p. m., 4:26 p. m.,
5:31 p. m., 7:30 p. m.
Arrive Honolulu from Wahiawa and
Lihue—9:15 a. m., 11:55 p. m.,
4:01 p. m., 7:10 p. m.

The Haleiwa Limited, a two-hour
train (only first-class tickets honored)
leaves Honolulu every Sunday at 8:36
a. m. for Haleiwa hotel; returning
arrives in Honolulu at 10:10 p. m. The
Limited stops only at Pearl City and
Waianae.